

# RECYCLED PRODUCT MARKETING GRANT



## INTRODUCTION

The Recycled Product Marketing Grant helps Indiana businesses making recycled-content products and reused products to more successfully move these products into the marketplace. After a recycled-content product has been developed and manufactured, effective marketing is essential to its long-term viability. Successful marketing of recycled-content products supports Indiana's recycling manufacturers, thereby strengthening local markets for collected recyclables. Selling recycled-content products is necessary for closing the recycling loop. Grants of up to \$30,000 per project will be made available to successful applicants. Projects will be awarded funding on a competitive basis and must provide at least 50% matching funds. Funding priority will be given to marketing projects that show the most promise in moving recycled-content products into the marketplace.

Administration and staffing for the program are performed by the Indiana Department of Commerce, Energy and Recycling Office (ERO). Final funding decisions are made by the Recycling and Energy Development Board (REDB).

## ELIGIBILITY

Eligible applicants are limited to small Indiana businesses that employ fewer than 100 people and that manufacture a high-value-added product containing recycled material or a reused product that has yet to be effectively moved into the marketplace.

Types of marketing projects that may be funded through the program include the following:

- Development of a marketing plan or strategy for a recycled-content product.
- Implementation of a marketing project from the company's marketing strategy, such as development of brochures, advertisements or a Web site.
- Funding exhibit space or rental fees at a trade show.

## PROJECT EVALUATION

Factors to be considered in evaluating projects include the following:

- **Product readiness for marketing.** Priority will be given to businesses with a product(s) that is ready to enter the marketplace, but that is not currently being effectively marketed.
- **Market potential.** Information should be provided on projected market share gained from increased marketing of the product.
- **Type and amount of materials to be recycled or reduced.** Emphasis will be given to priority materials and landfill diversion rate gained from the manufacture of the product being marketed.

- ♻️ **Project feasibility.** The applicant must identify project need, list project objectives and describe the significance of objectives toward developing the marketing project for recycled-content products.
- ♻️ **Previous marketing efforts.**
- ♻️ **Organizational structure and experience.**
- ♻️ **Economic development benefits.** These include employment of Indiana residents, wages of employees, worker training, job creation, increased productivity and increased competitiveness of the applicant's facility.
- ♻️ **Preference toward projects that produce a recyclable product.**

## G R A N T   P A R A M E T E R S

The maximum grant amount available per project is \$30,000 and shall not exceed one-half of the project's eligible costs. Eligible costs include such items as marketing materials (brochures, ads, commercials); Web site development; trade show booths and space; and personnel, contractual and other direct costs that are integral to the project. Grants will be made in conjunction with investments by private-sector lending sources, equity from owners or investors, or from other sources. Grant funds will be awarded as a reimbursement for expenses incurred and must be used within one year of the contract execution date.

Applicants must agree to provide ERO an evaluation report upon completion of the marketing project.

## A P P L I C A T I O N   P R O C E S S

Interested applicants must first submit a pre-proposal letter (no longer than four pages) outlining the project. The following information should be submitted to the Indiana Department of Commerce, Energy and Recycling Office (contact the office for due dates):

- **Brief description of proposed project.** This should provide information on the recycled-content product being marketed, including the type of secondary material being used and the anticipated diversion rate as a result of the project, as well as details on the potential markets available for the product and the readiness of the company to manufacture and market the product.
- **Project participants.**
- **Project budget.**
- **Project's location and time frame.**

The Energy and Recycling Office will review each proposal letter to ensure compliance with program guidelines and to determine whether the project will be competitive for funding. If approved, applicants will be invited to submit a formal application. Following the submission of a formal application, project evaluation will take place. Final decisions regarding the approval of funding projects are made by the Recycling and Energy Development Board, which meets on a quarterly basis.

### Confidential Information

To the extent feasible and permissible by law, the Indiana Department of Commerce (IDOC) will honor an applicant's request that confidential information submitted to IDOC remain confidential. The IDOC will treat information as confidential only if: (1) the information is in fact protected confidential information such as trade secrets or privileged or confidential commercial or financial information, (2) the information is specifically marked or identified as confidential by the applicant, (3) the information is segregated and placed in a separate appendix to the application, and (4) no disclosure of the information is required by law or judicial order. If the application results in a loan, the honoring of confidentiality of identified data shall not limit IDOC's right to disclose general project information (not proprietary information) and results to the public. Each and every page containing proprietary data must be clearly identified and marked CONFIDENTIAL.

### Contact:

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Energy and Recycling Office  
Recycling Market Development Program  
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## R E C Y C L I N G   M A R K E T   D E V E L O P M E N T   P R O G R A M